[Name],

As we continue our way through the year, I remain proud of the work our team is producing and how that has translated into success for our clients. In fact, these successes have allowed us to have great conversations with potential partners about how we can apply that same magic to their specific business challenges.

In my last email to you, I promised to continue highlighting business challenges our clients face, and how we work with our clients to resolve these pain points. Hopefully, by seeing what we've done for them will help you easily identify organizations you're connected to that we can help.

Business Challenge #1: _"Traffic to our website is not as high as it needs to be."_
Like a lot of other businesses, our insurance client struggled to navigate the ever-changing landscape of Google and needed help increasing their search engine visibility to beat out the competition. We've been leveraging an in-depth strategy that includes:

1. <u>Search Engine Optimization</u>: making technical recommendations on enhancements to their site that would maximize the number of visitors
2. <u>Content</u>: developing blog content targeted to key search terms to attract new customers
3. <u>Analytics</u>: using performance data to make continual improvements to strategy and execution

RESULTS: An astounding **594.4% increase year over year in keywords** in the top positions on Google, which resulted in them seeing an **11.04% gain in policy conversions.**

Business Challenge #2: _"Engagement with our emails needs to improve."_
One of our restaurant clients needed help reaching customers they hadn't seen in a while and incentivizing them to order online, visit their establishments, and redeem loyalty certificates. To assist them in accomplishing these goals, we utilized:

1. <u>Analytics</u>: leveraged customer data to create email segments that allowed for more personalized content
2. <u>Creative</u>: designed a package of creative assets for use in this email series
3. <u>Email Development</u>: executed emails that dynamically updated based on the customers' preferences

RESULTS: Our client has seen an increase in guest loyalty and overall check value, resulting in an incredible **200% return on their investment**!

If someone you know is currently experiencing obstacles in these areas, I'd love to talk to you about how Tandem Theory can create solutions for them. Just reach out so we can set up a time to talk.

If You Missed Our Last Webinar …
In our last webinar, we discussed July's significant analytics shift that will have a huge impact on businesses. If you were unable to attend, we've made it available for you to watch on demand or download as a presentation.

As always, we appreciate your support!

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